



Your Investments in Action
Winter 2016-2017 Impact Report

YOUR COMPASSION IS SUPPORTING FAMILIES IN NEED THIS WINTER

Our country is in a time of transition. One White House Administration has concluded its service to our nation and another is in the early stages of its tenure. Both the White House and Congress face major challenges as they govern a deeply divided electorate. Opinions vary on a wide range of issues, yet if the past is any indication of the future, our lawmakers can still find common ground if they are committed to working together. Feeding America has found ways to work with both Republicans and Democrats to support key federal programs that provide urgent relief to people facing hunger. As a non-partisan anti-hunger organization, Feeding America is well-positioned to continue fighting for struggling families.



Your commitment to our mission has helped us achieve extraordinary success. As you'll read in this report, you helped us source 966 million meals for people in need from July to September 2016, 4 percent more than the same period last year. Your dedication didn't stop there, however. Loyal supporters like you committed to fighting hunger throughout the holiday giving season. From participating in #GivingTuesday to providing special year-end donations, your generosity helped provide holiday meals to many of your neighbors facing hunger.

Your gifts have had a far-reaching impact. However, there are still many needs across our nation. Our research shows that many people we serve have to make tough choices between paying for basic essentials. This winter, millions of families may be confronted with the impossible choice of turning on the heat or going to the grocery store.

We need your continued commitment to serve more people in need, and ensure that no one in America has to choose between having a warm home and full cupboard. In fact, you can show your support today by simply [pledging to volunteer](#) at a Feeding America food bank or food pantry between now and the end of April. After all, volunteerism is essential to the success of Feeding America's efforts. More than half of all soup kitchens, food pantries and other meal programs in the Feeding America network rely entirely on volunteers.

During this season of change in our nation, every American can help foster unity and fight hunger. People like you have already done so much, enabling our network to serve 46 million people nationwide. Your dedication to Feeding America is providing nourishment to many families and encouraging others to join the anti-hunger movement. Thank you for helping us reach even more people struggling with hunger and build a better, kinder world.

Kind regards,

A handwritten signature in black ink that reads "Diana Aviv". The signature is written in a cursive, flowing style.

Diana Aviv
Chief Executive Officer
Feeding America

THANKS TO THE FOOD BANK, GABY'S FAMILY DOESN'T CHOOSE BETWEEN FOOD AND UTILITIES

Gaby never thought her life would turn out this way. She and her husband Josh used to both work full-time, and could buy their three young children all the things they needed. But then Gaby lost her job and things started to go downhill. Josh lost his job the following year. They did everything they could to find other work but it just wasn't enough. Gaby says that if it wasn't for their local Feeding America food bank, they would definitely have to choose between paying for utilities and buying food. Thankfully, Gaby and Josh's son, John, comes home from school every Friday with a bag full of healthy food from their food bank's Backpack Program. Gaby knows her family won't always struggle, but in their time of need, they are grateful the food bank is there to help.



Gaby's family lives in Watauga, Tennessee, and receives food from Second Harvest Food Bank of Northeast Tennessee.

 **VIDEO:** <http://www.feedingamerica.org/hunger-in-america/hunger-stories/your-stories/your-story-gaby.html>

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM JULY THROUGH SEPTEMBER 2016

With your support, Feeding America sourced 966.9 million meals for Americans in need in the first quarter of fiscal year 2017, 4 percent more meals compared to the same quarter last year.



*Prepared meal providers such as restaurants, hotels and convenience stores. Meals by source are compared to the same quarter last year. A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines.



69%

OF HOUSEHOLDS WE SERVE REPORT HAVING TO CHOOSE BETWEEN UTILITIES AND FOOD.



MEETING THE NEED AND ENDING HUNGER

Feeding America is dedicated to building impactful anti-hunger initiatives in partnership with donors and partners from different geographies, sectors and perspectives. Our supporters enable us to collaborate with other leading organizations to meet the needs of struggling families. Over the past few months, we have launched new technologies, started innovative research projects and offered additional resources to food banks to help alleviate hunger nationwide. Compassionate and generous people like you are helping make it all possible.



In November, Feeding America became one of the first nonprofit organizations to begin accepting donations through Apple Pay. This secure, private and easy-to-use donation channel makes it even more convenient for our supporters to contribute to our work on their Apple devices. And it comes at the perfect time—as more shoppers make their purchases online, a growing number of donors are also using the web to support the causes they are most passionate about. Donating with Apple Pay is as simple as the touch of a finger with Touch ID, so there's no need to manually fill out shipping and billing forms. As more than 42 million Americans struggle with hunger, Feeding America is energized by this opportunity to grow our support. With donations made through Apple Pay, we will help provide many more meals to our neighbors in need and develop and refine creative strategies to help end hunger.



Millions of older Americans are struggling to make ends meet. Some lost their financial footing during the Great Recession, others are unexpectedly caring for grandchildren or aging parents. Seniors across our nation, [like Pat from Wells, Vermont](#), are making tradeoffs between buying food and medicine, and sadly, many more may follow in their footsteps. As Baby Boomers age, the number of seniors facing hunger is expected to double by 2050. Feeding America knows that we must continually evolve to address complex challenges like senior hunger. As a result, we have developed a comprehensive senior hunger strategy and six-year implementation plan to meet the unique needs of older Americans. This year, as part of the implementation plan, we will provide grants to member food banks for senior hunger programs and conduct rigorous program evaluations to inform future investments in the plan.

Feeding America also recently published a [local partnership guide](#) in collaboration with Meals on Wheels America to support effective local partnership in communities across the country. Together with our partners, we are committed to providing more food to help seniors stay healthy and strong.

We are grateful to the Enterprise Rent-A-Car Foundation for championing our senior hunger strategy and supporting programs that make a real and lasting difference for seniors in need.



Feeding America helps provide meals to people facing hunger across the nation. However, we must better understand the people we serve in order to continue improving our work and reach more people. To that end, we have embarked on a project that will help us determine how to responsibly gather the right information about households that receive food from our network. Feeding America has awarded grants to five food banks to use different software systems to test a national framework for collecting data about the people we serve when they visit food pantries. The framework provides recommendations to all food banks on how to work with local food pantries to implement data-tracking software, train staff to use the technology and determine what data to collect, in an effort to facilitate consistency across the Feeding America network. Testing the national framework will help strengthen it, encouraging more food banks to invest in electronic data collection. We believe that this project will help food banks make more informed decisions so they can better meet needs in their communities.

Feeding America is grateful to the Laura and John Arnold Foundation for its generous support for this initiative.



Hearing firsthand from the people we serve helps Feeding America improve the quality and types of programs we offer. As a result, we are testing different ways of collecting feedback about peoples' experiences receiving food from local food pantries and meal programs. We are working with the Urban Institute and the Fund for Shared Insight to collect, reflect and act on feedback in two food bank communities. This fall, the Akron-Canton Regional Foodbank and Alameda County Community Food Bank surveyed more than 1,200 people to get their feedback on food pantry wait times, respectful treatment and safety. In both communities, follow-up meetings and interviews allowed people who provided feedback to discuss the survey findings and possible next steps. Participating food pantries and meal programs are committed to modifying their services to address the findings and close the feedback loop. As we test other methods for collecting feedback, Feeding America will share recommendations with all network food banks so they can develop lasting cycles of feedback collection, reflection and action.

Special thanks to the Fund for Shared Insight for its commitment to supporting this initiative.



Feeding America, in collaboration with The University of Kentucky Center for Poverty Research and with funding provided by The Howard G. Buffett Foundation, has awarded grants to three universities to expand our understanding of hunger in America and solutions to help end hunger. Columbia University, Rice University and the University of Texas Southwestern Medical Center will utilize data from Feeding America's *Map the Meal Gap* project to conduct new research. Their studies will focus on the geographic distribution of food insecurity and its consequences, as well as local policy interventions that seek to alleviate hunger. This coming fall, Feeding America will convene hunger experts from around the country to discuss the research findings and implications for future research.

Feeding America is grateful to The Howard G. Buffett Foundation, Conagra Brands Foundation and Nielsen for supporting Map the Meal Gap.



DONOR SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA

For Sean Kelly, co-founder and CEO of SnackNation, philanthropic giving is an integral part of his company's culture and business model. SnackNation provides healthy snacks to offices across the country. To help people struggling with hunger, every SnackNation box shipped triggers the financial equivalent of an 11-meal donation to Feeding America. What seems like a small step really adds up. In fact, the company exceeded its original giving target by helping provide more than 1 million meals over the course of one year.

Sean and the entire SnackNation crew also help their neighbors in need by volunteering at the Los Angeles Regional Food Bank. "Sometimes it's tough to get people out of the office," says Sean. "But the team takes that energy and passion toward achieving business goals and applies it on the food line. We put 2,400 food kits together on a recent visit, which equaled over 10,000 meals. Our work feels so much more real after a volunteer experience like that."

Volunteering and raising funds are important, but for Sean, they are only part of the equation. "Getting the word out is a big step in solving hunger," he says. "Most people have no idea that 1 in 7 people in Los Angeles County are food insecure. When I tell them, they are flabbergasted."

By donating, volunteering and spreading the word, Sean will continue to make a difference in his community while also inspiring others to join the fight against hunger.



BUILDING AWARENESS TO INCREASE ENGAGEMENT

Feeding America builds meaningful partnerships with celebrities and companies to raise awareness of domestic hunger. Through launching creative campaigns, volunteering in the network and supporting Feeding America initiatives, our celebrity and corporate partners help educate our country about the hunger issue and grow the anti-hunger movement. Their generosity enables our network to help fill empty kitchen cupboards and stomachs nationwide.



In its fifth year, the Give A Meal program, an exclusive holiday partnership with Bank of America which ran from September 26 to December 31, 2016, exceeded its goal by raising a record 58 million meals for people facing hunger. For every \$1 donated by individuals, including customers and employees, Bank of America donated \$2.

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During Kroger's Bringing Hope to the Table campaign, people across the nation posted pictures of empty plates on social media with #PictureYourPlate to trigger donations from Kroger. As a result, Kroger helped provide more than 3 million meals.



Inspired by its #WeAllCan campaign, American Eagle Outfitters (AEO) partnered with Feeding America to help provide more than one million meals. AEO donated meals based upon customer purchases, and store associates across the nation, like the ones pictured here from New York, hosted food drives for their local food banks.

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In support of their commitment to create healthier generations, Disney provided a \$1 million donation to Feeding America. The announcement aired

on ABC's "The Chew" as part of Disney's "Share the Joy" campaign which helps kids and families who need it most.



SUBWAY® restaurants set out to make National Sandwich Day, November 3, the single largest meal donation day in Feeding America's history by inviting guests to join The Good Deed Feed™. The campaign resulted

in a donation of 11 million meals and benefited every food bank in the Feeding America network.



Spiritual Gangster, a yoga-inspired clothing line, partnered with the TODAY Show's Savannah Guthrie to produce a shirt with the slogan "Like You." The equivalent of more than 5 million meals were donated to Feeding America from all shirt proceeds.



Liev Schreiber and his son Sasha provided meals to people in need this November at The Bowery Mission in New York City.



Julie Bowen picked clementines for people facing hunger in partnership with the Foodbank of Santa Barbara County in November.

THANK YOU FOR GIVING BACK TO FIGHT HUNGER ON #GIVINGTUESDAY

For the past five years, people around the globe have united to help their neighbors in need on #GivingTuesday, a global day of giving following Black Friday and Cyber Monday. With the generous support of many donors and partners like you, Feeding America raised more than three million meals for people facing hunger on #GivingTuesday. We received special #GivingTuesday support from:



TONY ROBBINS: Best-selling author, entrepreneur and philanthropist Tony Robbins used #GivingTuesday to promote the *100 Million More Meals Challenge*, a giving opportunity by which Tony matches financial donations to Feeding America. Tony posted a Facebook video to share why he supports hunger relief and giving back and invited viewers to join him in supporting Feeding America through the *100 Million More Meals Challenge*. The response to the video alone triggered a donation of nearly half a million meals to Feeding America. To learn more, visit www.feedingamerica.org/100millionmoremeals.



CELEBRITIES: Feeding America Entertainment Council members demonstrated their dedication to hunger relief by supporting Feeding America on Facebook and Twitter on #GivingTuesday, encouraging their followers to donate to end hunger. Ben Affleck, Kelvin Beachum, Betsy Brandt, Monica Brown, Gabriele Corcos, Sheryl Crow, Rocco DiSpirito, Carla Hall, Samantha Harris, Ellie Krieger, Tony Robbins, Alison Sweeney, Kimberly Williams-Paisley and Scott Wolf all participated.

FACEBOOK: Facebook's tools and support played a critical role in helping Feeding America mobilize the public on #GivingTuesday. Feeding America was one of three charities featured at the first Facebook Social Good Forum, an event held just before #GivingTuesday to unveil new tools for supporting social causes on Facebook. At the event, [Feeding America participated in a Facebook LIVE broadcast](#) to raise awareness of hunger and invite the public to use Facebook's Fundraisers tool to fight hunger. Additionally, Facebook Chief Operating Officer [Sheryl Sandberg helped raise nearly 100,000 meals](#) for Feeding America by launching a Facebook Fundraiser on #GivingTuesday that exceeded its goal.

CORPORATE PARTNERS: More than 20 of Feeding America's corporate partners supported Feeding America on #GivingTuesday. Delta Air Lines, Food Lion Feeds and Gilt made generous donations to help people in need. Southeastern Grocers launched its SEG Gives hunger-relief program in partnership with Entertainment Council member Curtis Stone. And a number of our corporate partners took to social media, sharing their commitment to fighting hunger and supporting Feeding America's mission.

PROVIDING MEALS DURING THE SEASON OF GIVING

Feeding America's hunger-relief efforts were highlighted through special cause marketing campaigns and media opportunities during the holidays. As a growing number of supporters and media outlets put the spotlight on Feeding America this winter, they helped raise awareness and meals in support of our mission, making it possible for families in need to cherish their own holiday meal traditions.

Feeding America was named the third largest charity for the third year in a row in *Forbes'* annual year-end list of the 100 largest U.S. charities.

[People.com](#) featured easy, five-ingredient holiday recipes from celebrity chefs who have partnered with Feeding America, including Jose Andres, Mario Batali, Carla Hall, Antonia Lofaso, Rachael Ray and Curtis Stone.

As people across the country prepared to gather for festive dinners, [CNBC](#) reminded them that 42 million Americans struggle with hunger and the Feeding America network is working to reach them.

Several of Feeding America's corporate partners launched inspiring cause marketing campaigns this year that concluded during the holiday season. Food Lion's *Holidays Without Hunger*, Starbucks' *Buy One, Give One Power Lunch*, the Albertsons Companies Foundation and the Entertainment Industry Foundation's *Hunger Is*, French's *Crispy Fried Onions* promotion, Unilever's *Share A Meal* and Kiehl's *Baby Give Back*, among others, achieved significant impact that helped make the season brighter for many in need.

CONCLUSION

With your support, Feeding America helps millions of people receive the food they need—including healthy items like fresh fruits and vegetables. Your gifts to Feeding America are allowing many children and their families to enjoy nourishing meals in warm homes. During this chilly season, please remember that you are helping struggling households so they don't need to choose between buying food and turning on the heat. Thank you for serving your neighbors in need during the winter and throughout the year.

REMINDERS:

Pledge to volunteer in the Feeding America network! Volunteers are essential for food pantries and meal programs to meet needs in their communities. To learn more, please reach out to your Feeding America contact.

There are many ways you can help Feeding America fight hunger. **Take action** by donating monthly, advocating to end hunger, volunteering your time and talents, joining the conversation on social media or starting a fundraiser.



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Feeding America is a nationwide network of food banks that feeds more than 46 million people through food pantries and meal programs in communities across America and leads the nation in the fight against hunger.

**Support Feeding America and help solve hunger.
Donate. Volunteer. Advocate. Educate.**